

The Rum Bible



Welcome to the Rum Barrel! We have sailed the seven seas to compile the most comprehensive rum selection and are proud to present the finest collection of rums in the world. Whether you are an aficionado or a novice, we believe you'll enjoy tasting the libation that embodies the history, character and spirit of the Caribbean. So kick back, relax and be merry!

Cheers!

The Rum Barrel crew



Rum 101

Rum is a distilled beverage made from sugarcane by-products – such as molasses and sugarcane juice – through a process of fermentation and distillation. The distillate, a clear liquid, is then usually aged in oak and other casks. While there are rum producers in places such as Australia, India, Reunion Island, and elsewhere around the world, the majority of rum production occurs in and around the Caribbean and along the Demerara river in South America.

Sugar cane - the main ingredient of rum - was brought to the Caribbean, where most of the famous spirit is now produced, by Spanish explorers. It is believed that Christopher Columbus planted it on his second voyage to Cuba and Hispaniola (now Haiti and the Dominican Republic).

Rum is produced in a variety of styles. Light rums are commonly used in mixed drinks, while golden and dark rums are appropriate for use in cooking as well as more elaborate cocktails. Premium brands of rum are also available that are meant to be consumed straight-up or on the rocks.

Rum plays a part in the culture of most islands of the West Indies, and has famous associations with the British Royal Navy and piracy. Rum has also served as a popular medium of exchange throughout history, providing economic incentive for Australia's Rum Rebellion and the American Revolution.

The Origin of Rum

rum n. (r m)

1 : an alcoholic beverage distilled from a fermented cane product (as molasses)

2 : alcoholic liquor “the demon rum”

The origin of the word rum is unclear. A common claim is that the name was derived from the word rumbullion, meaning, “a great tumult or uproar.” Another claim is that the name comes from the large drinking glasses used by Dutch seamen known as rummers, from the Dutch word roemer, a drinking glass. Other theories suggest that it is a contraction of the words saccharum (Latin for sugar) or arôme (French for aroma). Regardless of the original source, the name had come into common use by May 1657 when the General Court of Massachusetts made illegal the sale

of strong liquor, “whether knowne by the name of rumme, strong water, wine, brandy, etc., etc.”

In current usage, the word for rum is often based on the its place of origin. For rums from Spanish-speaking locales, the word ron is used. A ron añejo indicates that a rum has been significantly aged. Rhum is the term used for rums from French-speaking locales, while rhum vieux is an aged French rum.

Some of the many other names for rum are rumbullion, rumbustion, Barbados water, rumscullion, devil’s death (or “Kill-Devil”), Nelson’s blood, and rumbo. A version of rum from Newfoundland is referred to by the name screech, while some low-grade West Indies rums are called tafia.

Rum Categorization

Dividing rum into meaningful groupings is complicated by the fact that there is no single standard for what constitutes rum. Instead, rum is defined by the varying rules and laws of the nations that produce the spirit. The differences in definitions include issues such as spirit proof, minimum aging, and even naming standards.

One such example is Colombia, where rum is required to possess a minimum alcohol content of 50 ABV (alcohol by volume), while Chile and Venezuela require only a minimum of 40 ABV. Mexico requires rum be aged a minimum of 8 months; the Dominican Republic requires one year; and Venezuela requires two years. Naming standards also vary, with Argentina defining rums as white, gold, light, and extra light. Barbados uses the terms white, overproof, and matured, while the United States defines the variations as rum, rum liqueur, and flavored rum.

In 1740, British Vice-Admiral Edward Vernon, the father of grog, was nicknamed “Old Grog”, because he always wore a waterproof cloak made of grogam - a thick material of silk, mohair, and wool. Vernon was the first to issue an order that the rum rations to his crew would be diluted with water. He wanted to put an end to the straight rum commonly issued to sailors aboard British vessels because it frequently caused displays of drunkenness and discipline problems. British sailors soon began to call their watered down rum “grog” as an irreverent tribute to their commander.

Despite these differences in standards and nomenclature, the style of rum production can generally be grouped according to the language that is traditionally spoken in the country of origin.

Spanish-speaking islands traditionally produce light rums with a fairly clean taste. Rums from Cuba and Puerto Rico are typical of this style.

English-speaking islands are known for darker rums with a fuller taste that retain a greater amount of the underlying molasses flavor. Rums from Jamaica and the Demerara region of South America are typical of this style.

Since the middle of the 18th century, the Lieutenant of the Watch would observe the mixing of a quart of water with a half-pint of rum, which the sailors would enjoy twice a day. Limes were added to prevent scurvy and the daily ration of grog continued as a British Naval tradition until 1970.

French-speaking islands are best known for their agricultural rums (rhum agricole). These rums, being produced exclusively from sugarcane juice, retain a greater amount of the original flavor of the sugarcane. Rums from Martinique and Guadeloupe are typical of this style.

Many countries produce spirits similar to rum. Cachaça is a spirit similar to rum that is produced in Brazil. The Indonesian spirit Batavia Arrack, or Arrak, is a spirit similar to rum that includes rice in its production. A spirit known as Aguardiente, distilled from molasses infused with anise, with additional sugarcane juice added after distillation, is produced in Central America and northern South America.

Rum Production

Unlike some other spirits, such as Cognac and Scotch, rum has no defined production methods. Instead, rum production is based on traditional styles that vary between locations and distillers.

Sugar Cane

Rum distinguishes itself from other spirits by the plant from which it is made. Sugar cane, a member of the grass family, has its origins in Papau New Guinea; but this hearty plant is grown in tropical climates around the world. The sweet juice of the mature plant is extracted by pressing the hard stalk in mechanical mills.

In 1758, George Washington campaigned using 75 gallons of free rum distributed to the voters of Virginia, who elected him to the House of Burgess.

Some distilleries use this fresh juice while others use the by-product of the sugar refining process – known as molasses – as the raw material for the fermentation process.

Fermentation

The addition of yeast to the sugar cane juice or molasses converts the available sucrose to alcohol in a process called fermentation. Typically this takes about a day, but some distilleries use yeast that takes as much as ten days to ferment.

Distillation

To concentrate the alcohol in the sugar cane wine, the wine is boiled while the vapor is collected and condensed. While the earliest pot stills resembled a tea kettle with a long spout and were capable of distilling only a few liters of alcohol at a time, modern continuous stills are vertical columns about 10 meters high and are capable of distilling as much as 20,000 liters per day.

In the French islands, spirits made from sugar cane juice are typically distilled to a relatively low distillation purity, resulting in a heavier-tasting spirit.

Since molasses contains higher amounts of sulphur than does sugar cane juice, spirits distilled from fermented molasses are generally distilled to a high distillation purity in order to reduce the congeners (impurities) that have been concentrated in the molasses.

Aging

Immediately after distillation the fresh or raw spirits contain small amounts of hydrogen sulfide gas, formed during fermentation, which gives the spirit a hot harsh taste. Although some connoisseurs prefer fresh rum, most consumers prefer the more elegant taste of an aged spirit. Today, almost all rum is aged in previously used oak barrels that once held whiskey or bourbon. Aging can last from one to thirty years or more, making rum one of the most varied of the distilled spirits. During the aging process the rum acquires a golden color that changes to a dark brown with time.

Following the battle at Trafalgar in 1805, Lord Nelson's body was placed in a full barrel of rum for preservation. Once the sailor's learned of this unusual resting place, they drank the contents of the barrel leading to rum's new nickname "Nelson's Blood".

Blending and Bottling

Although some rum is bottled directly from the still, most rum is aged and then blended before it is bottled for consumption. Once the spirit is bottled, the aging process is arrested and little change occurs.



Our Rum Offerings

The Barrel's rum index is presented by country of origin. All rums can be served to your liking. Some suggestions include: straight, on the rocks, with a lime wedge, or with a glass bottle of Coca-Cola or other mixer.

The Rum Sampler

Why try only one? Select any 4 rums from our fine offerings and enjoy a 1.

Anguilla



Located in the Caribbean east of Puerto Rico, and about half the size of Washington, D.C., Anguilla's economy is mostly based on salt, fish and lobster, but rum has always played an important role in the islands' history.

Pyrat Blanco 80

Perfect white rum for mixing, soft mouth feel and delicious velvety smooth taste.

Pyrat Cask 32

Ultra premium, limited edition rum aged up to 40 years, excellent dark amber color blended with the finest Caribbean rums, perfect for sipping.

Pyrat Pistols

Light amber hue, soft and drinkable.

Pyrat XO Reserve

Select blend of fine, 15-year-old Caribbean rum, smooth and delicious taste, complemented by a rich amber color.

"Rum all out...Rogues a'plotting."

Blackbeard (aka Edward Teach)

Barbados



Rum has been produced in Barbados for over 350 years, and Barbados rum is recognized as one of the finest (and strongest!) in the world today.

Malibu Coconut

Coconut-flavored light rum with intense taste and aroma.

Mount Gay Mango

Imported amber rum from Barbados, blended with natural mango flavors, fruity and smooth.

Mount Gay Vanilla

Sweet, creamy vanilla taste with hints of custard and butter, layered with vanilla bean notes.

Mount Gay Eclipse

Amber in color, long lasting, slightly sweet aftertaste, aroma of nut, oak and vanilla.

Mount Gay Reserve

Mount Gay Reserve is a full-flavored rum that is enjoyed as a cognac.

Mount Gay Extra Old

Dark blend of single- and double-distilled rum aged 5 to 12 years in Kentucky bourbon barrels. Light body, smooth, rich character.

Bermuda



Any statement about Bermuda and rum begins and ends with Gosling's. A family business for nearly 200 years, Gosling's is today the only company that blends and bottles in Bermuda, and is the largest exporter of a Bermuda-made product.

Gosling's Black Seal

Rich, full-bodied dark rum, deep amber color, intense spicy flavors, sweet aftertaste of sugarcane.

Gosling's family Reserve Old Rum

Sipping rum made like Gosling's Black Seal, but aged longer for a more intense experience.

Gosling's Gold

Rich, golden amber, robust flavors with hints of citrus, tropical fruits and nutty undertones.

"Don't talk to me about naval tradition. It's nothing but rum, sodomy, and the lash."

Winston Churchill (1874-1965)

Colombia

Colombian distilleries are famous for producing “cahacha,” rustic rums that blend well in drinks and cocktails.

Ron Viejo de Caldas

Classic 3-year-old with unique character, enjoyed by sophisticated palates, ideal in traditional rum drinks.

**“Where we find rum, we find action,
sometimes cruel, sometimes heroic,
sometimes humorous, but always
vigorous and interesting.”**

Charles William Taussig in *Rum, Romance and Rebellion* (1928)

Dominican Republic



Dominican rum is ranked among the best in the world. The fertile topsoil is extraordinarily deep and is surrounded by a lush and wet landscape. Dominican rum is produced through a more natural process of distillation, while aging is often done in special American white oak kegs. This makes the rum a little heartier and a little less sweet than other rums made in places like Jamaica and Barbados.

Barcelo Anejo

"Superior Blend" from a select group of premium rums, aged naturally for up to 4 years, with smooth golden tones and a soft aroma.

Barcelo El Dorado

Smooth, enticing golden color, aged for up to 18 months in oak bourbon barrels.

Barcelo Imperial

Aged for 10 years in Kentucky oak bourbon barrels using the finest sugarcane.

Barcelo Gran Anejo

Amber in color, citrus aromas, aged up to 4 years in oak bourbon barrels.

Brugal Anejo

Wonderfully aromatic and sultry, amber in color, smooth and mellow taste.

Cubaney Anejo

Aged 3 years in oak barrels, amber in color, smooth and mellow taste.

Cubaney Anejo Reserve

Aged 5 years in oak barrels, golden blend of rich aged rums with a mellow taste and rich aroma.

Cubaney Gran reserve

Aged in oak barrels for 12 years, ideal for sipping.

Cubaney Solera Reserve

Aged in oak barrels for 8 years. Aged to deliver a fullness of deep warmth and smoothness reflected in the translucent color.

Watusalem Clasico

Possesses distinctive quality and exceptional smoothness, full-bodied gold rum with a taste of roasted nuts and caramel.

Watusalem Gran Reserve

15-year-old Solera blend, the "Cognac of rums," full body, spicy oak finish.

Guyana

Guyana is justly famous for its rich, heavy Demerara Rums, named for a local river, which are produced from both pot and column stills. Demerara Rums can be aged for extended periods (25-year-old varieties are on the market) and are frequently used for blending with lighter rums from other regions. Neighboring Surinam and French Guyana produce similar full-bodied rums.

El Dorado 5-Year Old

Matured in 45-gallon oak casks, superb color, smooth taste, and fragrant aroma.

El Dorado 12-Year Old

Fantastically smooth premium rum with superb color, taste, and full fragrant aroma.

El Dorado 15-Year Old

Rich copper color, complex nose, full body, silky dry caramel finish.

El Dorado 25-Year Old

Matured in oak casks for 25 years and blended to perfection. This a rum of great distinction and will be a delight to connoisseurs of good spirits.

“One of sour, two of sweet, three of strong, and four of weak.”

formula for rum punch in Martinique, where you are given a slice of lime (sour), a small bottle of syrup (sweet), a bottle of rum (strong), and a jug of water (weak) to mix yourself.)

Guatemala

Guatemala is noteworthy in Central America where a variety of primarily medium-bodied Rums from column stills that lends itself well to aging. They have recently begun to gain international recognition.

Ron Zacapa Centenario

Hand wrapped in royal palm trees and aged over 23 years, the pride of Guatemala.

Zajá Gran Reserve 12-Year Old

Rich Mahogany, subtle toffee and oak nose. Has a bourbon character with the additional sweetness of aged rum, making it a rather cordial-like spirit.

**"I like Malibu - coconut rum and
pineapple juice. Something
nice and ladylike."**

Alicia Keys

Haiti



Haiti follows the French tradition of heavier Rums that are double-distilled in pot stills and aged in oak casks for 3 or more years to produce full-flavored, exceptionally smooth-tasting Rums.

Barbancourt 5 Star 8-Year

Pot stillled from fresh sugarcane juice, barrel aged in white oak casks. Candy finish with nice clarity.

Barbancourt 15-Year Reserve

Complex and long finish with tones of caramel and honey, 86 proof, aged in Limousin French oak casks.

Rum is the preferred drink
of the Gods at Haitian
Voodoo ceremonies
providing a powerful
alternative to holy water.



Jamaica



Jamaican Rum is naturally fermented for about 3 weeks, meaning yeast from the air settles on the surface of the mash. The rum is then distilled twice in pot stills and aged in oak casks for a minimum of five years. Though Jamaican Rum is dark; it gets most of its color from added molasses not from the cask.

Appleton 21-Year Old

A rare blend of some of the world's finest rums, smooth sipping rum, aged at least 21 years, delicate, complex, and aromatic.

Appleton Extra

Distilled in traditional copper pot stills, medium body, gold rum, mild and smooth.

Appleton Special Gold

Blend of full flavored pot still rums, medium body, gold rum, mild and smooth.

Appleton VX 5-Year Old

Deep, amber color, full body, medium sweetness, creamy and mellow finish.

Appleton White

Crisp, medium body, aged up to 2 years in oak barrels.

Myers Original Dark

#1 imported dark rum in the United States, 100% Jamaican molasses blended with up to nine rums, dark brown, bronze color, semi-sweet flavors with a hint of cocoa, chocolate aftertaste.

Plantation

Aged 8 years in old pot stills, incredible mouth feel with a subtle aroma and finish.

Sea Wynde

Delicious mellow rum distilled like a cognac. Sipping rum with fragrant subtle aromas and lingering honey aftertaste.

Mexico

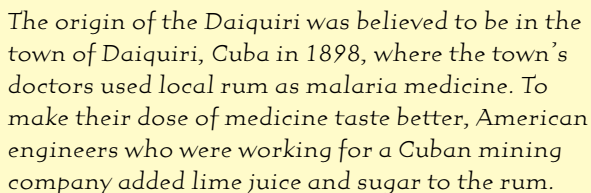
Rum surprisingly outsells tequila in Mexico and the country produces well over 10 million gallons a year. However at least at the moment I do not have any examples listed here. Though like mezcal there are plenty of rum labels to warrant it's own tour or website for that matter, Mexican rum is not as accessible here in the U.S. due to a monopoly on the market from Puerto Rico and the Virgin Islands in the form of duty free exports.

Ruya

Infused with citrus and spicy vanilla flavors.

Porfidio

High quality, triple distilled, single cane rum.



The origin of the Daiquiri was believed to be in the town of Daiquiri, Cuba in 1898, where the town's doctors used local rum as malaria medicine. To make their dose of medicine taste better, American engineers who were working for a Cuban mining company added lime juice and sugar to the rum.

Netherlands Antilles

Netherlands Antilles are two island groups in the Caribbean Sea — one includes Curacao and Bonaire north of Venezuela and the other is east of the Virgin Islands. Rum is in Netherlands Antilles blended from imported rum.

Rum Jumbie

A rich blend of aged rum, orange, grapefruit, lemon, passion fruit and spices. Can be enjoyed on the rocks, as a flavorful addition to fancy cocktails.

“fifteen men on a dead man’s chest,
Yo-ho-ho and a bottle of rum!
Drink and the devil had done the rest,
Yo-ho-ho and a bottle of rum!”

Robert Louis Stevenson (1850-1894), in *Treasure Island*

Nicaragua



Nicaragua is noteworthy in Central America where a variety of primarily medium-bodied rums from column stills lend well to aging and have recently begun to gain international recognition.

flor de Cana 12-Year centenario

Mellow, balanced, dried fruit and honey flavors, aged in small used bourbon barrels.

flor de Cana 21

Limited edition premium rum made for the 21st Century, aged at least 15 years, dark mahogany color, full body.

**“There’s nought no doubt so much the
spirit calms as rum and true religion.”**

Lord Byron

Panama



Panama Jack Spiced Rum

A potent blend of aged Panamanian cane rums crafted by Valera Hermanos of Panama, the Central American nation's oldest licensed distillery, circa 1903.

Cohete Roja

Smooth and gold in color, distilled in copper.

"I pity them greatly, but
I must be mum,
for how could we do without
sugar and rum?"

William Crooper (1731-1800)

The Scotch
Settlement in
Caledonia

Puerto Rico

Rum is the national drink, and you can buy it in almost any shade. Puerto Rico is the world's leading rum producer; 80% of the rum consumed in the United States hails from the island. Puerto Rico is known primarily for light, very dry Rums from column stills. All white Puerto Rican Rums must, by law, be aged a minimum of one year while dark Rums must be aged three years.

Admiral Nelson Spiced

Gold rum blended with spice, pale bronze copper color, subdued spicity aroma, clean, mild finish.

Bacardi 151

Gold rum with substantially higher proof than most others.

Bacardi 8-Year Old

Slightly sweet, complex, and well balanced with nuances of vanilla, toffee, and honey, 80 proof.

Bacardi Anejo

Perfect gold rum for sipping, aged in oak barrels for 6 years.

Bacardi Big Apple

Crisp flavor of fresh apples combined with Bacardi rum.

Bacardi Ciclon

Gold rum infused with blue agave tequila and a twist of natural lime flavor, ciclon is the Spanish word for hurricane.

Bacardi Coco

Coconut flavored rum, clean taste, elegant aroma, moderately sweet.

Bacardi Gold

Smooth amber rum, full body, wood flavors, charcoal filtered before aging, aged in oak barrels for up to 2 years.

Bacardi Light

Light rum, clear color, charcoal filtered before aging for smoothness, semi-dry, candy aroma, peppery finish, aged in oak barrels for 1 year.

Bacardi Limon

Natural citrus flavor, intense citrus aroma, sweet lemon finish.

Bacardi Orange

Orange and tangerine flavored rum, clear color.

Bacardi Raspberry

Raspberry flavored rum, balanced with slightly tart taste, clear color, fruity aroma.

Bacardi Select

Dark rum blended with select aged rums, charcoal filtered for smoothness, aged in oak barrels for 1 to 4 years, bronze color.

Bacardi Tropic

Gold rum, exotic fruit flavor, mango, passion fruit, and guarana aromas.

Bacardi Vanilla

Vanilla flavored rum, clear color, vanilla bean aroma.

Captain Morgan Spiced

Blend of rums, spices, and other natural flavors, honey aromas, creamy texture, long tropical fruit finish.

Captain Morgan Silver

Blend of rums, spices, and other natural flavors, lighter spice taste.

Captain Morgan Parrot Bay

Blend of rum and coconut flavor.

Captain Morgan Private Stock

Premium spiced rum, medium amber/orange color, more mature and less spicy aromas, spice and vanilla flavors complement this sweet rum.

Don Q Cristal

Clear, subtle, very dry, medium body, tropical aroma with sugarcane and dried herbs.

Don Q Gold

Full body, mellow flavor, aged 1 to 5 years.

Old Havana Club Anejo Reserve

Medium body, subtle balanced taste.



St. Kitts

Brinley Gold Mango

Higher proof than most flavored rums, clean aroma of ripe mangoes with strong citrus undertones.

Brinley Gold Vanilla

One of the smoothest flavored rums in the world. Clear, sweet, creamy, vanilla, and coffee bean aromas, light to medium body, moderately sweet.



**"Among the expected glories of the
Constitution, next to the abolition of
Slavery, was that of Rum."**

George Clymer

Trinidad



Trinidad produces mainly light rums from column stills and has an extensive export trade.

Fernandes 19

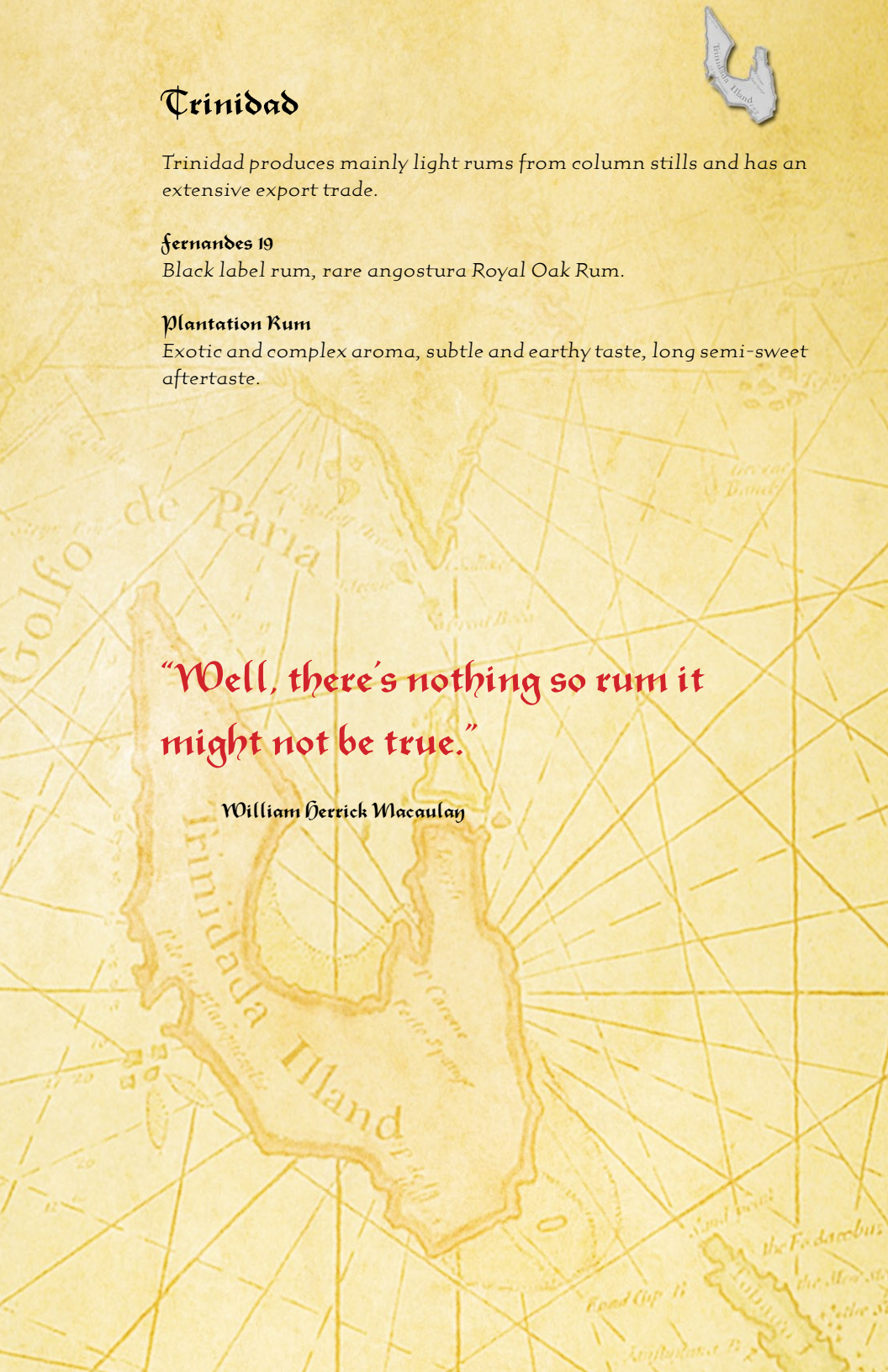
Black label rum, rare angostura Royal Oak Rum.

Plantation Rum

Exotic and complex aroma, subtle and earthy taste, long semi-sweet aftertaste.

**“Well, there’s nothing so rum it
might not be true.”**

William Herrick Macaulay



United States

The United States has a handful of rum distilleries in the south, producing a range of light and medium-bodied rums that are generally marketed with Caribbean-themed names.

Prichard Cranberry

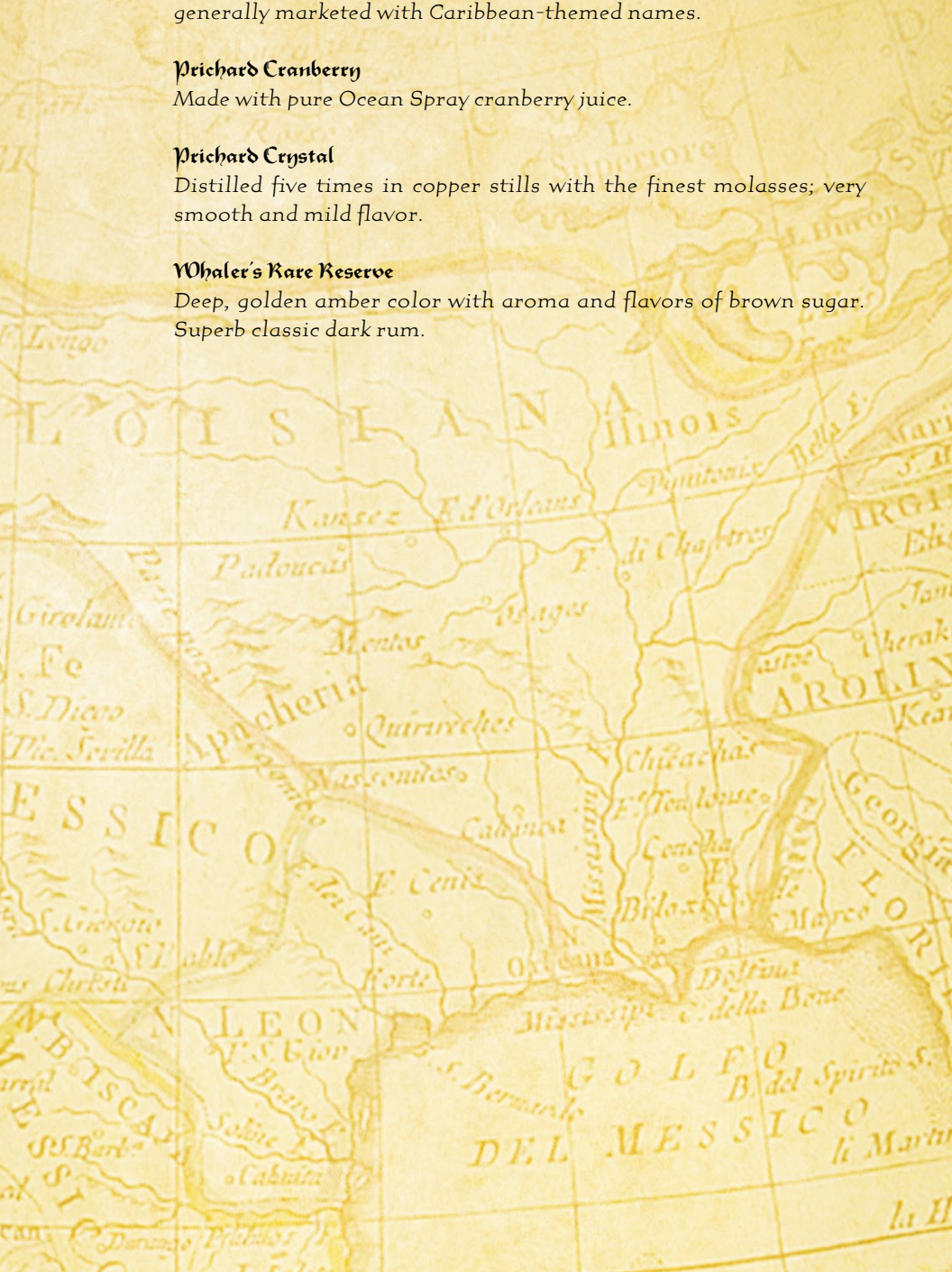
Made with pure Ocean Spray cranberry juice.

Prichard Crystal

Distilled five times in copper stills with the finest molasses; very smooth and mild flavor.

Whaler's Rare Reserve

Deep, golden amber color with aroma and flavors of brown sugar. Superb classic dark rum.



Venezuela

Venezuela's coastline shares the Caribbean with these islands, yet with all the attention focused on its petroleum industry, few people outside of Venezuela are aware that some of the world's finest rums are produced there. Unlike most rums sold in the U.S., which are mixed and un-aged, rum in Venezuela — where the spirit is serious business — must be aged a minimum of two years in order to be called rum. That makes even the less expensive Venezuelan rums available in the States of high quality.

Pampero Anniversario

100% dark rum with a blend of several rums aged 2 years in white oak casks.

Santa Teresa Gran Reserve Anejo

Aged in limousin oak barrels and casks for 2 to 5 years using the highest purity and quality. Smooth, golden color, light aroma, fruity and firm finish.

Santa Teresa 1796 Solera

Careful blend of the finest rums matured over 15 years representing the 200-year anniversary of Santa Teresa rum, aged in Limousin oak barrels.



Virgin Islands

Making rum for local consumption was a lucrative business as it was the custom (and still is) to have copious amounts of alcoholic spirits anywhere two or more gathered, for whatever the occasion. There was rum at funerals and weddings, baby christenings, boat launchings or the dedication of a new home or public building. From planters to laborers, there was always a cause for libations. Indeed, a bottle of rum, which was believed to have curative properties, was even kept on hand for first aid purposes. Virgin Islands rum is usually dry, light bodied rum close to Puerto Rican rum.

Conch Republic Dirty White Rum

Aged 4-8 years in charred oak barrels, bottled directly from the cask without charcoal filtration. Originally produced by the Old Florida Rum Company, Conch Republic Rum is now owned by Cruzan rums.

Cruzan Banana

Banana flavored rum, clear medium body.

Cruzan Black Strap

2-year-old barrel-aged rum, rich in flavor from adding the thickest and darkest molasses or blackstrap, intense aroma of molasses and coffee. Rich in taste and aroma and darker in appearance than traditional rums.

Cruzan Clipper 120

Blend of older aged rums achieving a distinct oak flavor and aroma.

Cruzan Coconut

Coconut flavored rum, clear medium body, flavors of coconut and banana.

Cruzan Cream

Blend of rum married with smooth cream liqueur.

Cruzan Dark

Dark rum aged at least 2 years in charred oak bourbon barrel, triple distilled to remove all impurities. Light to medium body with a slightly darker color, dry clean taste.

Cruzan Diamond Estate

Rum aged at least 5 years in charred oak bourbon barrels, deep amber color with a copper cask, medium body.

Cruzan Junkanu Citrus

Soft mango, orange, and pineapple flavors create a sweet citrus taste.

Cruzan Light

Light rum aged 2-5 years in charred oak barrels, triple distilled to remove all impurities. Light body, dry clean taste with vanilla overtones.

Cruzan Mango

Mango flavored rum blended with natural fruit flavors.

Cruzan Orange

Orange flavored rum blended with natural fruit flavors.

Cruzan Pineapple

Pineapple flavored rum blended with natural fruit flavors.

Cruzan Single Barrel

Blend of rums aged up to 12 years with a second aging in a single oak cask.

Cruzan Vanilla

Vanilla flavored rum blended with natural fruit flavors.

Pussers

Rich and full bodied, higher alcohol content, dark navy rum, distilled in wooden pot stills.

Pussers 95 Proof

“Trafalgar Bicentenary” ship decanter, aged 15 years, dark navy rum, full and rich, distilled in wooden pot stills.

Ron Carlos Black

Dark and strong black Rum distilled by Cruzan.

Sailor Jerry Spiced Navy Rum

Sailor Jerry’s original spiced rum recipe blends vanilla and lime and is followed by a spicy fiery aftertaste. Named after Sailor Jerry Collins who is known to be the most famous tattoo artist of his time.

Rum-Running and “The Real McCoy”

It wasn't long after the first taxes were levied on alcoholic beverages that someone began to smuggle them. The British government had “revenue cutters” in place to stop smugglers as early as the 1500s. Pirates became the most prominent and best suited rum-runners making extra money running rum to the heavily taxed colonies while pillaging and plundering the high seas. There were also times when the sale of alcohol was limited for other purposes, such as laws against sales to American Indians in the old West, or local prohibitions like the one on Prince Edward Island between 1901 and 1948.



Rum-runner
William S. McCoy

By far the most famous period of rum-running began in the United States with the 18th Amendment (ratified January 16, 1919) and the Volstead Act (passed October 28, 1919). Prohibition began on January 16, 1920, when the Eighteenth Amendment went into effect.

At first, there was little action on the seas, but after several months the Coast Guard began reporting increased smuggling activity. This was the start of the Bimini-Bahamas rum trade and the introduction of Bill McCoy.

Captain William S. McCoy was a boat builder and excursion boat captain in the Daytona Beach, Florida, area from 1900 to 1920. He was also reputed to be a non-drinker. With the start of Prohibition he began to bring rum from Bimini and the Bahamas into south Florida. The Coast Guard soon caught up with him, so he began to bring the illegal goods to just outside of the U.S. territorial waters and let smaller boats and other captains take the risk of bringing it into shore.

The rum-running business was very good, and McCoy soon bought a Gloucester knockabout schooner named *Arethusa* at auction and renamed her *Tomika*. He installed a larger auxiliary, mounted a concealed machine gun on her deck and refitted the fish pens below to accommodate as much contraband as she could hold. She

became one of the most famous of the rum-runners, along with his two other ships hauling mostly Irish and Canadian whiskey, as well as other fine liquors and wines, to ports from Maine to Florida.

In the days of rum running, it was common for captains to add water to the bottles to stretch their profits, or to re-label it as better goods. Italian sparkling wines became French champagne; unbranded liquor became top-of-the-line name brands. McCoy became famous for never watering his booze, and selling only real top-quality product. Soon all the swells of the "Roaring '20s" were looking for "the real McCoy", and the phrase lives on to this day.

